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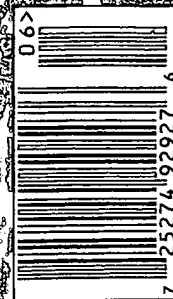
QUIZ 'S
Believe It or Not!®

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GAMBLERS ON A
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WITH A NEW TAKE
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THE TRUTH IN
INVITATIONALS

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Exhibit 1



Believe It Or Not

Available CC.



Mikohn takes the second-screen bonus to new levels of intrigue with “Ripley’s Believe It Or Not!”

by Frank Legato

When Mikohn released the “Battleship” video slot last year, players immediately recognized that this former sign and meter company had broken new ground in slot machine development.

It was the bonus round that was new—it involved strategy. Instead of simply picking a rock to reveal a hidden bonus, the player employed abstract thought to determine the most likely locations of enemy ships. It was a thinking exercise, a radical feature indeed for a slot machine.

If you liked the brainy element of Battleship, you’ll go bonkers over Mikohn’s latest release. “Ripley’s Believe It Or Not!” is unlike any other video slot.

Securing the license from Ripley Entertainment, Inc. to create a slot based on the legendary newspaper column, in which Robert Ripley paraded true-to-life oddities from around the world in front of the reader, was a coup in itself for Mikohn, a company that has, beyond a doubt, used its relatively brief time in the slot development business wisely. But what Mikohn is doing with the vast possibilities inherent in this theme stands to change the very nature of the slot bonus game.

The theme will be used in a complete series of “Believe It Or Not!” games. As with Battleship, Mikohn is partnering with Sigma Game, Inc. to produce the slots, using Mikohn software with Sigma’s video platform and hardware. The first, called “Adventures In Trivia,” is the inaugural game in what Mikohn calls its “Think Big Series.”

The central feature of the game is an incredibly frequent bonus round that features general-knowledge trivia questions—some from the Ripley archives, but more than half from Mikohn’s own research. The triggering symbols land on one of the video slot’s nine paylines an average of once every 29 spins—about three times as

frequent as the bonus rounds on most video slots.

When it happens, the screen transforms to display a backdrop that looks as though it was lifted right out of a Ripley comic (the familiar logo and artwork are there, including an image of Charles Ripley). In the foreground is a trivia question. An animated parrot (named "Rip") squawks instructions to the player, telling him to choose one of three possible answers to the trivia question. (If three triggering symbols launch the bonus round, you have to read the question yourself. If four or five symbols land, the parrot reads it for you.)

Once into the question screen, you are guaranteed a bonus amount. You get to keep choosing answers until you find the correct one. (Rip says something like, "Awww, believe it or not, you're wrong! Try again!") The amount of your bonus depends on how many tries it takes you to get the right answer—the highest bonus chimes in for answering it correctly the first time.

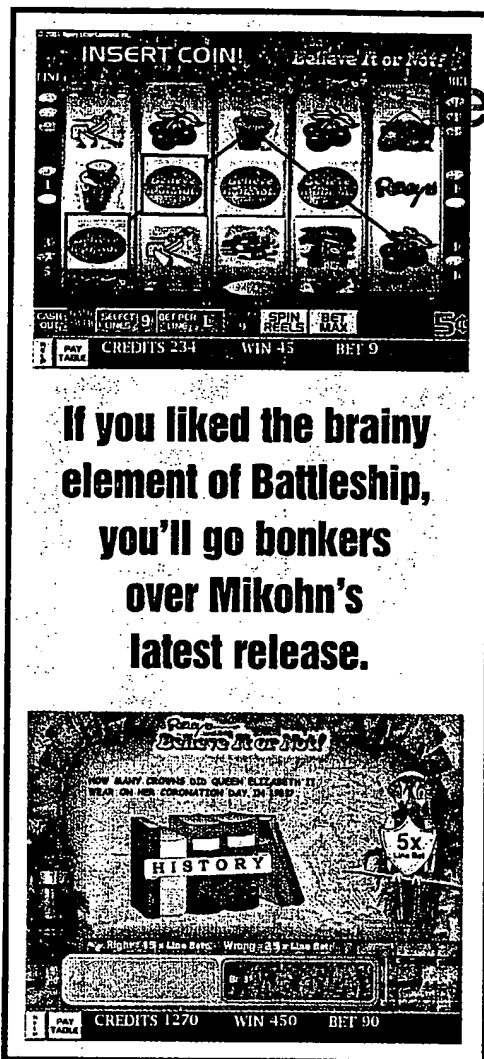
A few neat twists are incorporated into the bonus round. For instance, on random bonus events, the parrot will "suggest" an answer after the question is read; it's always the correct answer.

Another twist comes when the triggering symbols are valid on more than one payline. If this happens, you get back-to-back bonus rounds.

Even with the fantastic frequency of the main bonus round, Mikohn managed to squeeze in a secondary, less-frequent bonus feature on another second screen. It's called the "Around The World" bonus game. The screen displays a grid of globes, each indicating a different location to which Robert Ripley traveled during his career (he visited 198 countries, traveling a distance equivalent to 18 complete trips around the world). The player picks globes to reveal hidden coin amounts—a traditional second-screen game, to be sure, but a true bonus to the more frequent trivia game here. Between the two events, you will go to a bonus round an average of every 22 spins.

No Oddities

The Ripley theme, of course, is popular more because of oddities than trivia. Robert Ripley was a sports cartoonist at the *New York Globe* when he created his first collection of offbeat facts and feats,



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suggesting to his editor that the feature be called "Champs and Chumps."

The editor wanted to jazz up the name, and "Ripley's Believe It Or Not!" was born. Within a decade, Ripley's name would be known around the world, with his legendary curiosities appearing in hundreds of newspapers. By the 1930s, Ripley was crisscrossing the globe looking for the strange-but-true. In 1933, almost two million people visited the first Ripley "Odditorium," a display at the Chicago World's Fair of odd artifacts that Ripley collected from his travels.

By his death in the early 1950s—from a heart attack suffered on-air during his weekly television show—Ripley's legacy was secure. Today, there is a new, equally popular version of the *Believe It Or Not!* television show. There are also descendants of the "Odditoriums" across the country, in the form of Ripley's Believe It Or Not! Museums.

The Believe It Or Not! video slot, while not containing the type of oddities for which Ripley is famous (a man with a horn growing from his

head, people impaled by fenceposts or iron rods who lived to tell about it, etc.), it does contain some delightfully offbeat trivia questions.

You will actually learn by playing this game: Did you know, for instance, that the first U.S. coin to bear the words "In God We Trust" was a two-cent piece? Or that the last Ford to bear a letter in the model name was the Model B?

"There is so much you can do with a knowledge-based game," comments Michael Caloiaro, product manager for games at Mikohn. "We think this takes the multiline video genre to the next level. The bonus feature got the train going with this type of slot; it's time to move on to something more exciting."

Dr. Olaf Vancura, Mikohn's executive director of gaming products, adds that the trivia feature of the game will have great staying power. "People will want to see the same questions they've had in the past," he notes. "In a game like Battleship, you develop your 'battle plan' for the bonus round, which you use in subsequent games. Here, when you receive questions you've had before, you know the answer. You're rewarded for just going to the bonus round, even if you answer wrong the first time. But if you know the answer, you're getting paid the highest bonus."

Best Available Copy

Still, according to Caloiaro, Mikohn plans to refresh the questions every six months or so, just to keep the game interesting.

"We feel something revolutionary is being done here," says Vancura. "It's our feeling this will open up a new genre or class of gaming."

"We're listening to players," adds Caloiaro. "These games offer time on device—the opportunity to play longer, with more time in the bonus round. Some games eat up nickels in the primary game; our focus groups show that if you go through your trial amount (\$20, \$10 or whatever) without getting to the bonus round, you're gone. That will not happen with this game."

Player focus groups went wild over the game. "People were giddy; they love the trivia feature," Caloiaro says. "The first thing they asked us was, 'When can I start playing this in a casino?'"

The answer at press time was now, at several Native American casino jurisdictions, including California. The game was near approval in Nevada and submitted elsewhere in the country as well.

When this game gets to your neck of the woods, don't miss it. It is truly a unique video slot.

Believe it or not. ●

Ripley's Believe It Or Not!

Slot Type:

Nine-line, multicoin video slot; primary and second-screen bonus events; nickel and quarter denominations

Payback % Range:

88.00%–95.00%

Average Hit Frequency:

**Every 2–3 spins (38.78%)
with all paylines active**

Top Jackpot:

100,000 coins

Availability:

**CT, IA, LA, MI (tribal),
MN, MS (tribal), MO, NM
(other jurisdictions
pending)**



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